



**NEVADA
COUNTY**
CALIFORNIA

Health and Human Services Agency

Ryan Gruver, MPA, Agency Director

Phebe Bell, MSW, Behavioral Health

Paul Johnson, JD, Child Support

Tyler Barrington, Interim, Housing & Community Services

Jeff Goldman, MPA, Probation

Keri Klein, Public Defender

Kathy Cahill, MPH, Public Health

Rachel Peña, LCSW, Social Services

950 Maidu Ave.
Nevada City, CA 95959

Phone: (530) 265-1627

Fax: (530) 265-2295

DEPARTMENT OF SOCIAL SERVICES

NEVADA COUNTY BOARD OF SUPERVISORS

Board Agenda Memo

MEETING DATE: June 24, 2025

TO: Board of Supervisors

FROM: Rachel Peña, Social Services Director

SUBJECT: Resolution approving execution of a new contract with Sierra Harvest to operate a Market Match Program at Farmers' Markets in Nevada County in the maximum amount of \$71,850 for the term of July 1, 2025, through February 28, 2026.

RECOMMENDATION: Approve the attached Resolution.

FUNDING: Contract services will be funded by CalFresh Outreach dollars. \$36,617 of the contract maximum is set aside for the cost of program vouchers. There are no county general fund dollars required and contract services were planned in the department budget. This contract is contingent upon the adoption of the fiscal year 2025/26 County Budget.

BACKGROUND: Under this agreement, Sierra Harvest will operate a Market Match Program at an estimated four (4) farmers' markets; three (3) in Western County and one (1) in Eastern County (Truckee). The program, which was implemented in July 2014, provides a benefit match to CalFresh participants at participating farmers' markets to supplement the participants' consumption of fresh fruits and vegetables and encourage spending of CalFresh benefits on seasonal fresh fruits and vegetables.

The CalFresh program offers qualifying low-income individuals financial assistance in purchasing food for themselves and their families. The goal of this project is to increase access to and consumption of fresh fruits and vegetables for residents within their limited budgets.

The Contractor will work to accomplish activities in support of the Market Match Program, selecting an estimated four (4) farmers' markets to participate in the program and will coordinate directly with the Sub-Contracted market managers to operate the Market Match Program.

The Contractor will train the market managers to conduct transactions with CalFresh participants who bring a voucher to the market. A \$10 purchase of tokens will be matched with ten (10) \$1

tokens at any participating Western County farmers' market event to be used by the CalFresh participants to purchase fresh fruits and vegetables from the various market vendors. Eastern County CalFresh participants will be provided a \$30 voucher as the participating market continues to work toward acquiring their EBT vendor status.

The sub-contracted market managers provide outreach materials and are available to answer questions from CalFresh participants and the public regarding how to purchase fresh produce at farmers' markets with CalFresh benefits using the EBT card. Sub-contracted market managers will provide the matched tokens and reimburse the farmers by check for the tokens they accepted from CalFresh participants.

It is recommended that the Board approve the attached contract as it will promote the consumption of healthy foods among CalFresh recipients, promote healthy eating habits, and support our local farmers and economy.

Approved by: Rachel Peña, LCSW Social Services Director